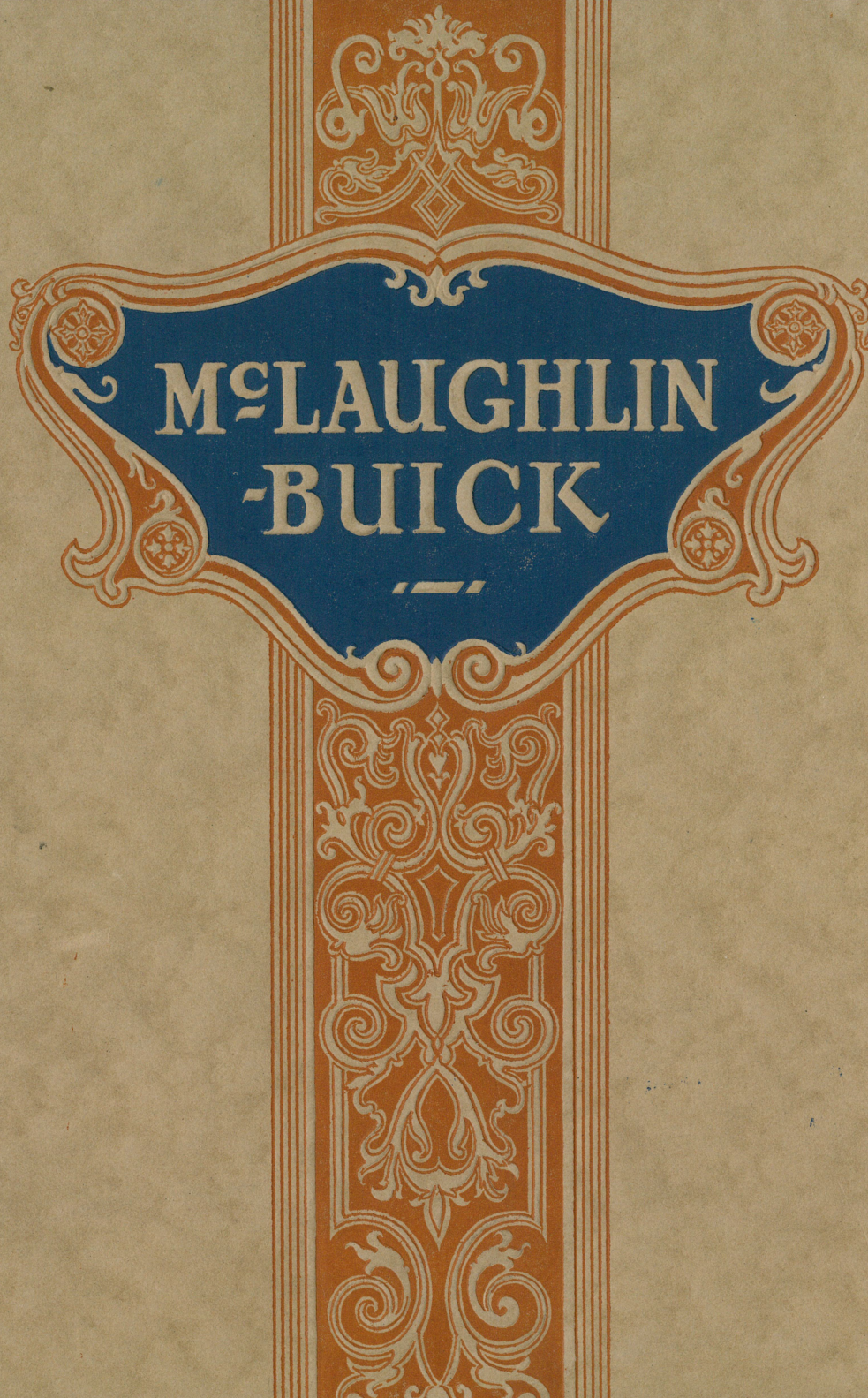
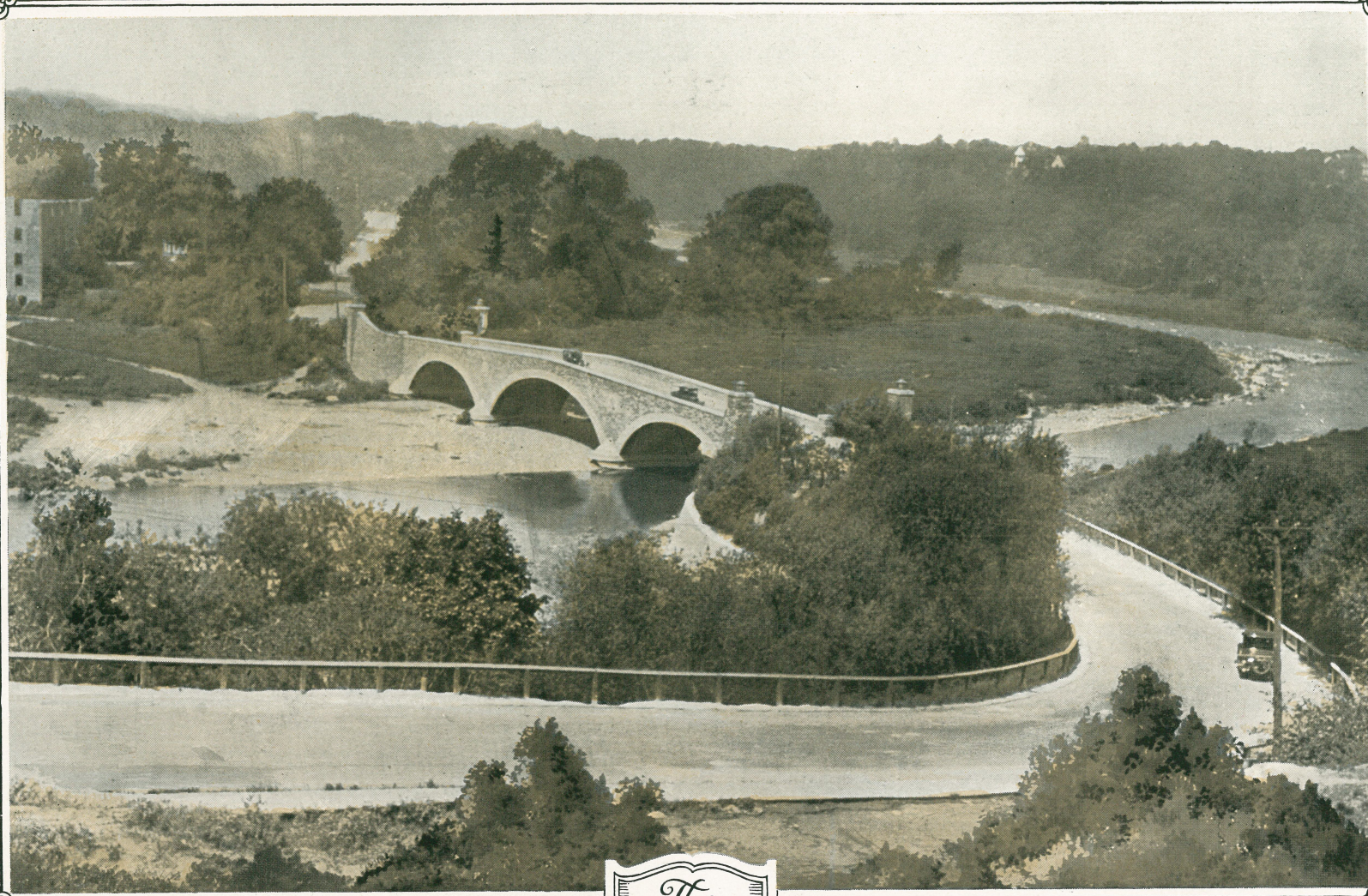


KC. 2004.021.1170



CANADA'S STANDARD CAR



The
LURE
OF THE
ROAD

Mc LAUGHLIN-BUICK

SPECIAL AND MASTER SIXES

Canada's Standard Car



McLAUGHLIN MOTOR CAR CO., LIMITED

OSHAWA, CANADA

Subsidiary of GENERAL MOTORS OF CANADA, Limited

A wide, ornate border with a repeating floral and vine pattern in a light tan color, framing the entire page. Two smaller, rectangular decorative elements with similar patterns are positioned on either side of the section header.

FOREWORD

Not without reason has McLaughlin-Buick won its title of "Canada's Standard Car." Year by year fresh evidence of engineering skill and ingenuity have kept McLaughlin-Buick always in advance of accepted standards.

In all the innovations which it has introduced, McLaughlin-Buick has been justified by time and experience. So that Canadian motorists have continued to look to McLaughlin-Buick for every worth-while advance in automobile construction—and have continued to accept McLaughlin-Buick as the standard of Canadian car values.

McLaughlin-Buick this year presents to the public a new complete line with a wide range of body styles. In doing so, it keeps in view the confidence which McLaughlin-Buick has ever been accorded—and it has left no stone unturned, that this confidence may be well rewarded.

In this book will be found a fine selection of body types on the McLaughlin-Buick Master Six Chassis—the chassis (now refined and improved) on which the enduring reputation of McLaughlin-Buick has been built.

In addition, you will find a series of new and handsome body styles built upon the new McLaughlin-Buick Special Six Chassis. These cars offer (in response to an oft-expressed demand) a McLaughlin-Buick Six at a lower price. It is in every sense a McLaughlin-Buick Six, possessing the same type valve-in-head engine, the same type of clutch, transmission, rear axle, spring suspension, low-pressure tires, four-wheel brakes and general design as the new Master Six models.

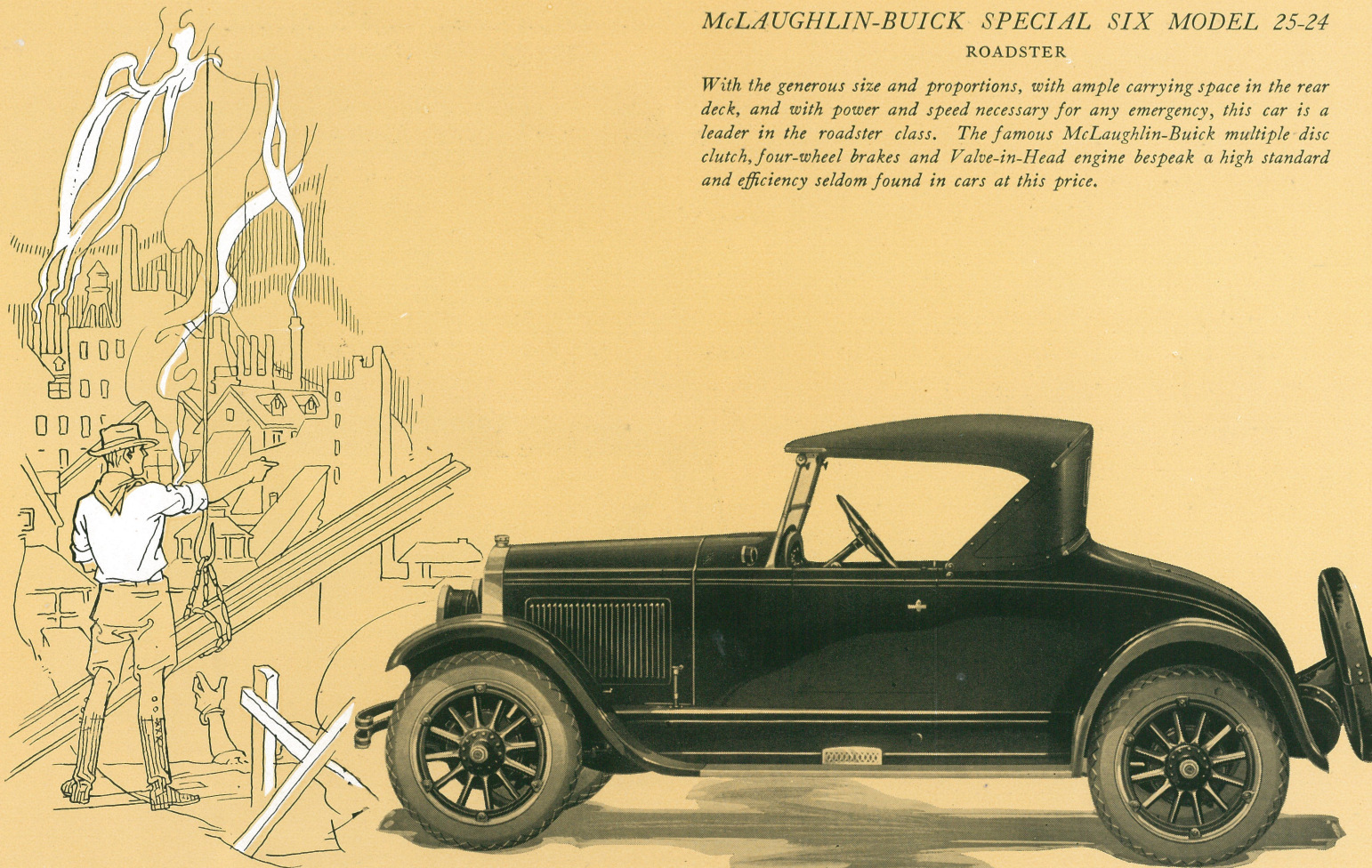
Striking improvements and innovations have been made in the new McLaughlin-Buick line, as a glance through these pages will reveal. These features, as *all* McLaughlin-Buick features, have been adopted only after conclusive proof of their efficiency has been established. The new McLaughlin-Buick models are offered with knowledge that they will exceed past performances and uphold every tradition of Canada's Standard Car.





McLAUGHLIN-BUICK SPECIAL SIX MODEL 25-24
ROADSTER

With the generous size and proportions, with ample carrying space in the rear deck, and with power and speed necessary for any emergency, this car is a leader in the roadster class. The famous McLaughlin-Buick multiple disc clutch, four-wheel brakes and Valve-in-Head engine bespeak a high standard and efficiency seldom found in cars at this price.

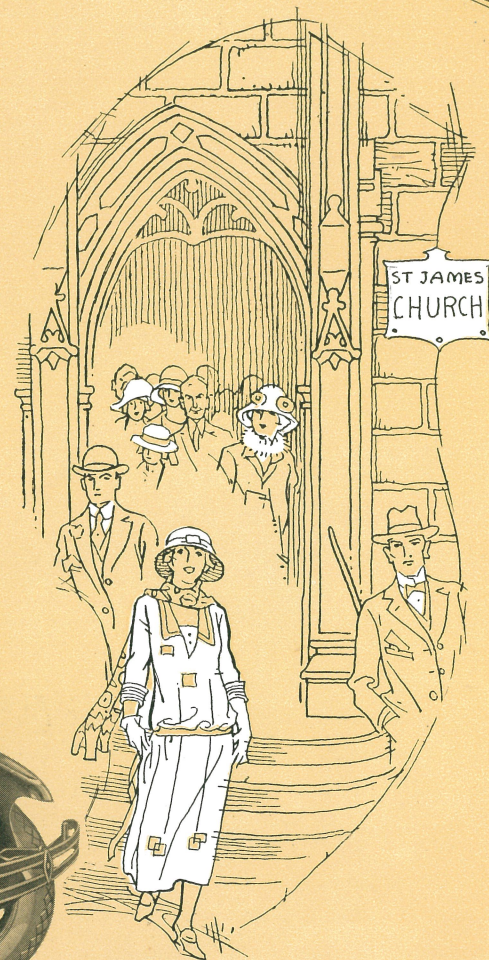
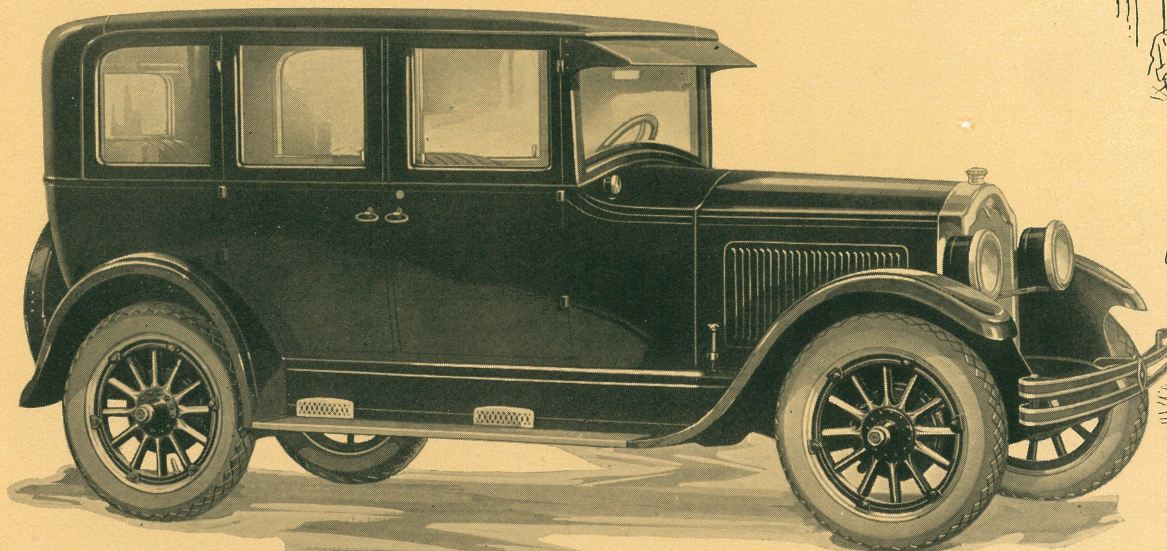




McLAUGHLIN-BUICK SPECIAL SIX MODEL 25-27

FIVE-PASSENGER SEDAN

The commodious Fisher-Built body of this model includes refinements and appointments generally looked for only in cars much higher in price. The new type one-piece windshield and the new ventilating system are features that add much to the pleasure of driving this car. Valve-in-Head engine and four-wheel brakes assure ample power with safety.

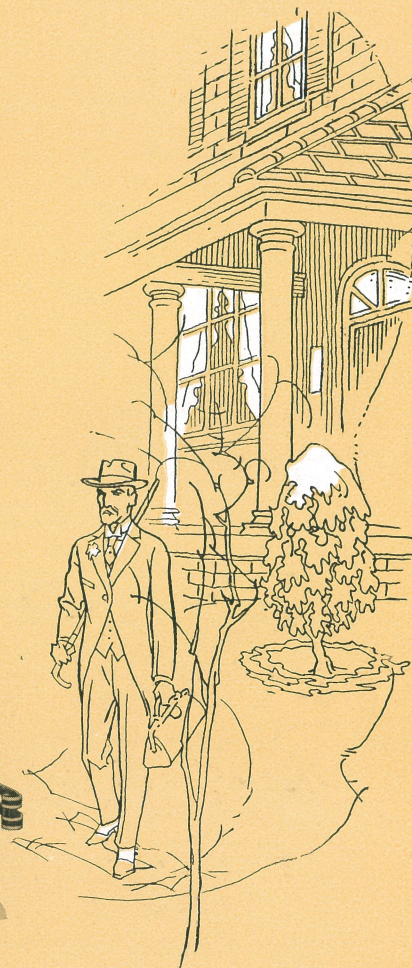
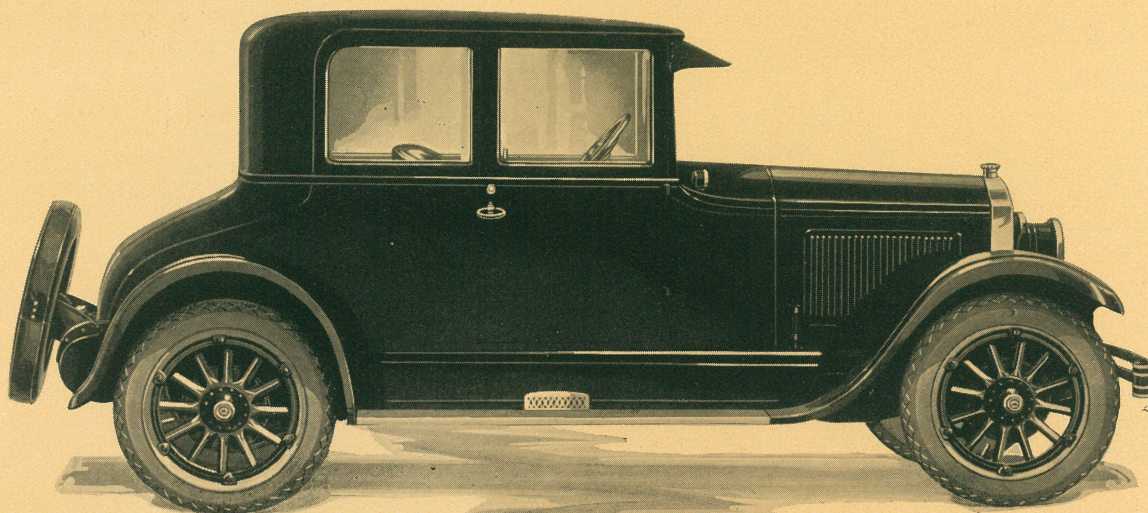




McLAUGHLIN-BUICK SPECIAL SIX MODEL 25-28

FOUR-PASSENGER COUPE

Four adults can ride comfortably in this handsome coupe. The wheel base of the Special Six chassis is 114 $\frac{3}{8}$ inches. Equipment includes adjustable one-piece windshield, the new ventilator, automatic windshield-wiper and a sunshade.

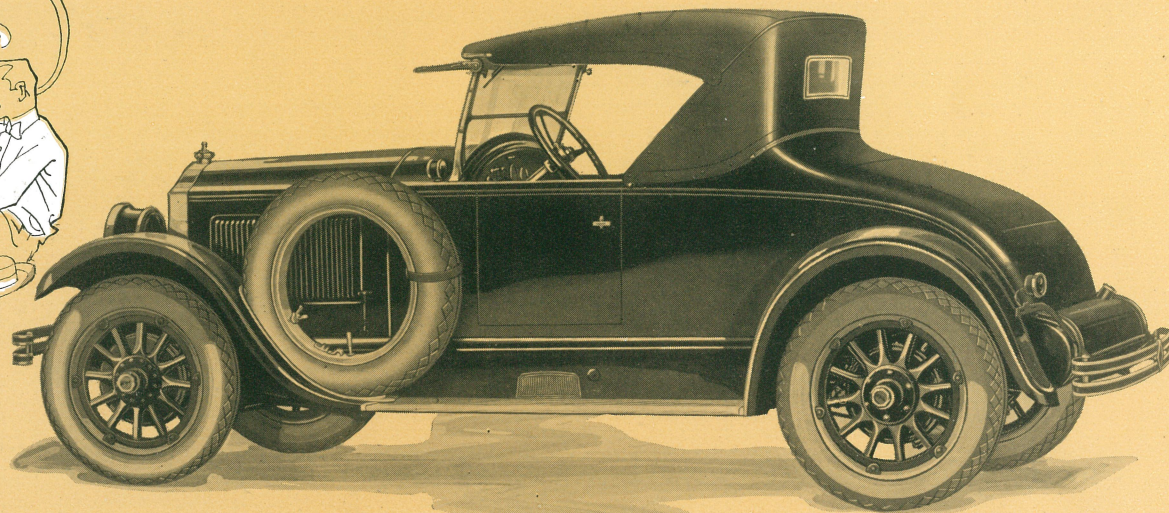
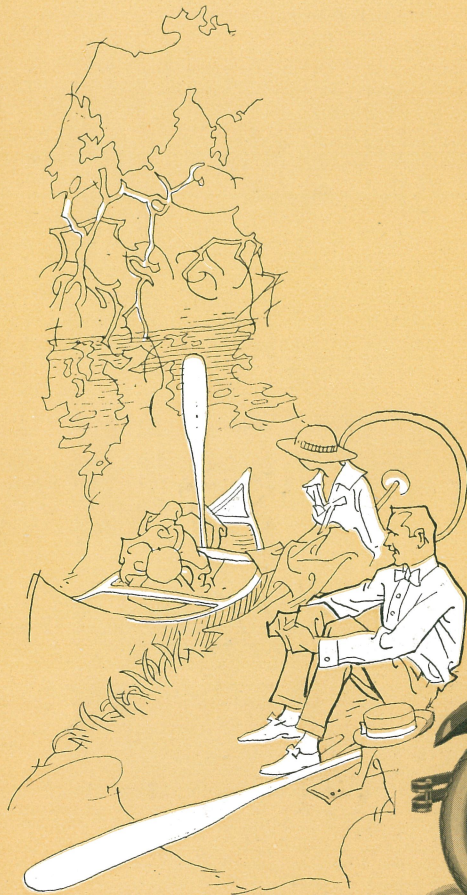




McLAUGHLIN-BUICK MASTER SIX MODEL 25-44

ROADSTER

Surplus power and speed are characteristics of this smart looking car. The Master Six Valve-in-Head engine develops a speed of from sixty to seventy miles an hour. The roomy rear deck provides a generous carrying space for luggage. No detail of equipment has been overlooked in this pleasing model of Canada's Standard Car.

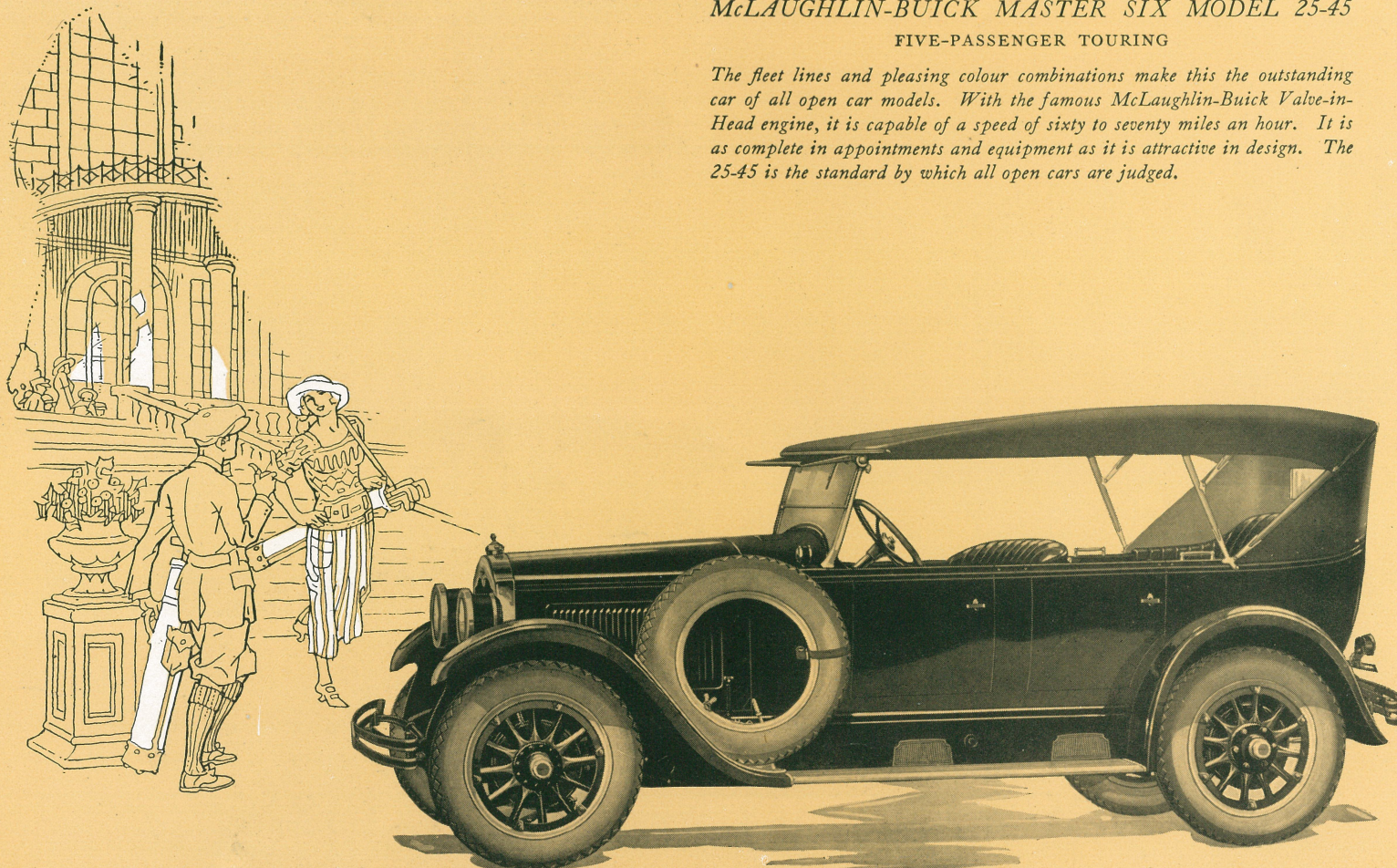




McLAUGHLIN-BUICK MASTER SIX MODEL 25-45

FIVE-PASSENGER TOURING

The fleet lines and pleasing colour combinations make this the outstanding car of all open car models. With the famous McLaughlin-Buick Valve-in-Head engine, it is capable of a speed of sixty to seventy miles an hour. It is as complete in appointments and equipment as it is attractive in design. The 25-45 is the standard by which all open cars are judged.

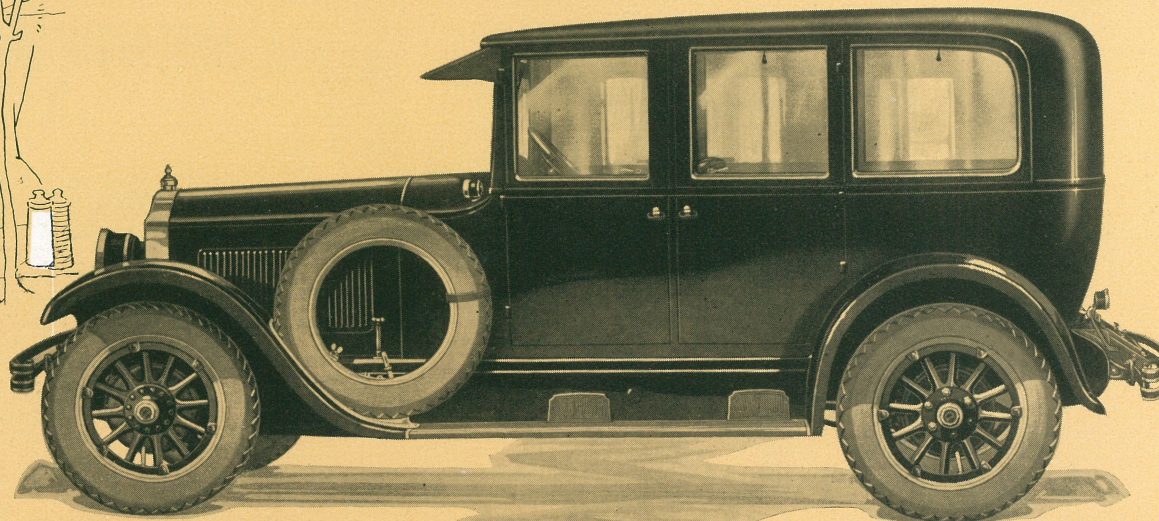




McLAUGHLIN-BUICK MASTER SIX MODEL 25-47

FIVE-PASSENGER SEDAN

McLaughlin-Buick four-wheel brakes, automatic windshield-wiper, one-piece adjustable windshield, the new type ventilator, the seventy-horse power McLaughlin-Buick Valve-in-Head engine, body by Fisher and many other outstanding features in this model establish a new standard of closed car value among cars of quality.

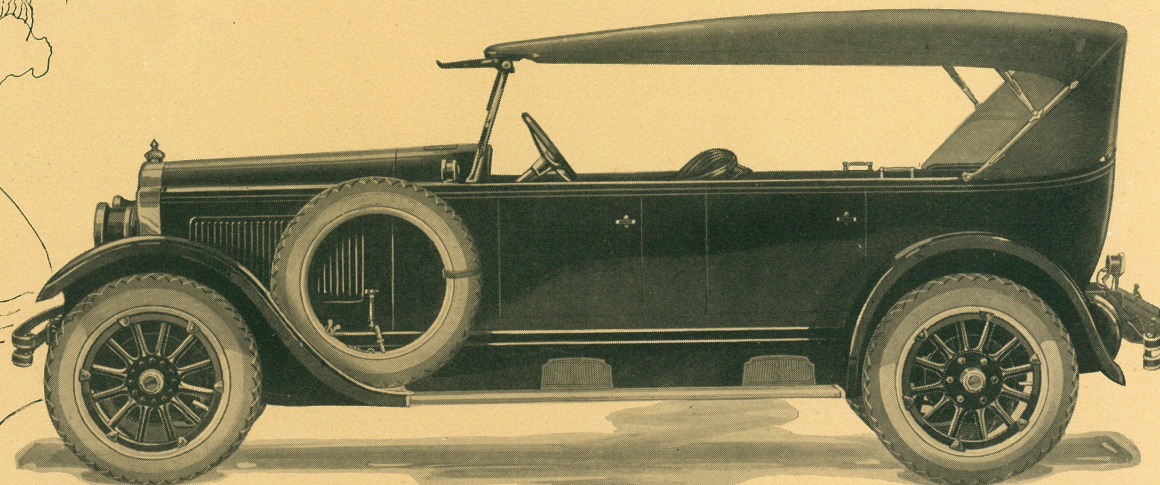




McLAUGHLIN-BUICK MASTER SIX MODEL 25-49

SEVEN-PASSENGER TOURING

Eight passengers can ride comfortably in this large touring car as the extra seats are so wide and substantial that they will seat three persons. There is a newer, fuller measure of satisfaction in this model that one can appreciate only through experience.

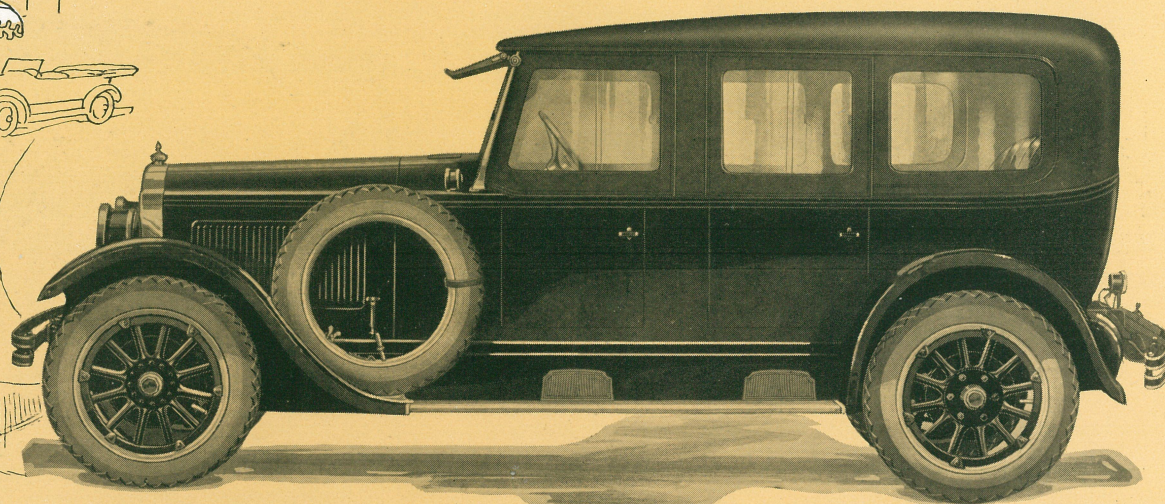
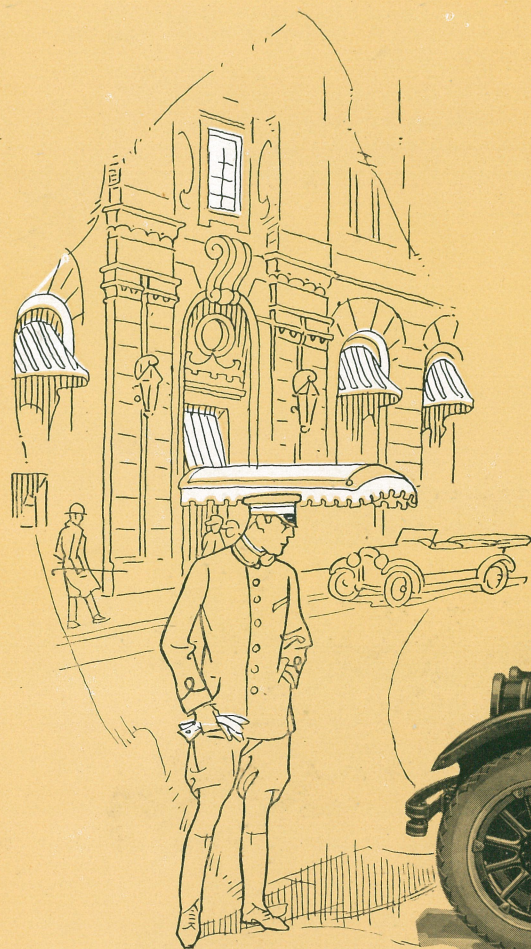




McLAUGHLIN-BUICK MASTER SIX MODEL 25-49A

ENCLOSED SEVEN-PASSENGER TOURING

The permanent top with its glass enclosures snugly fitting, and a heater, give to this car all the desirable qualities of a Sedan yet the cost is only a trifle in excess of the price of the touring car. Its four-wheel brakes and countless other features are found and appreciated in every model of Canada's Standard Car.

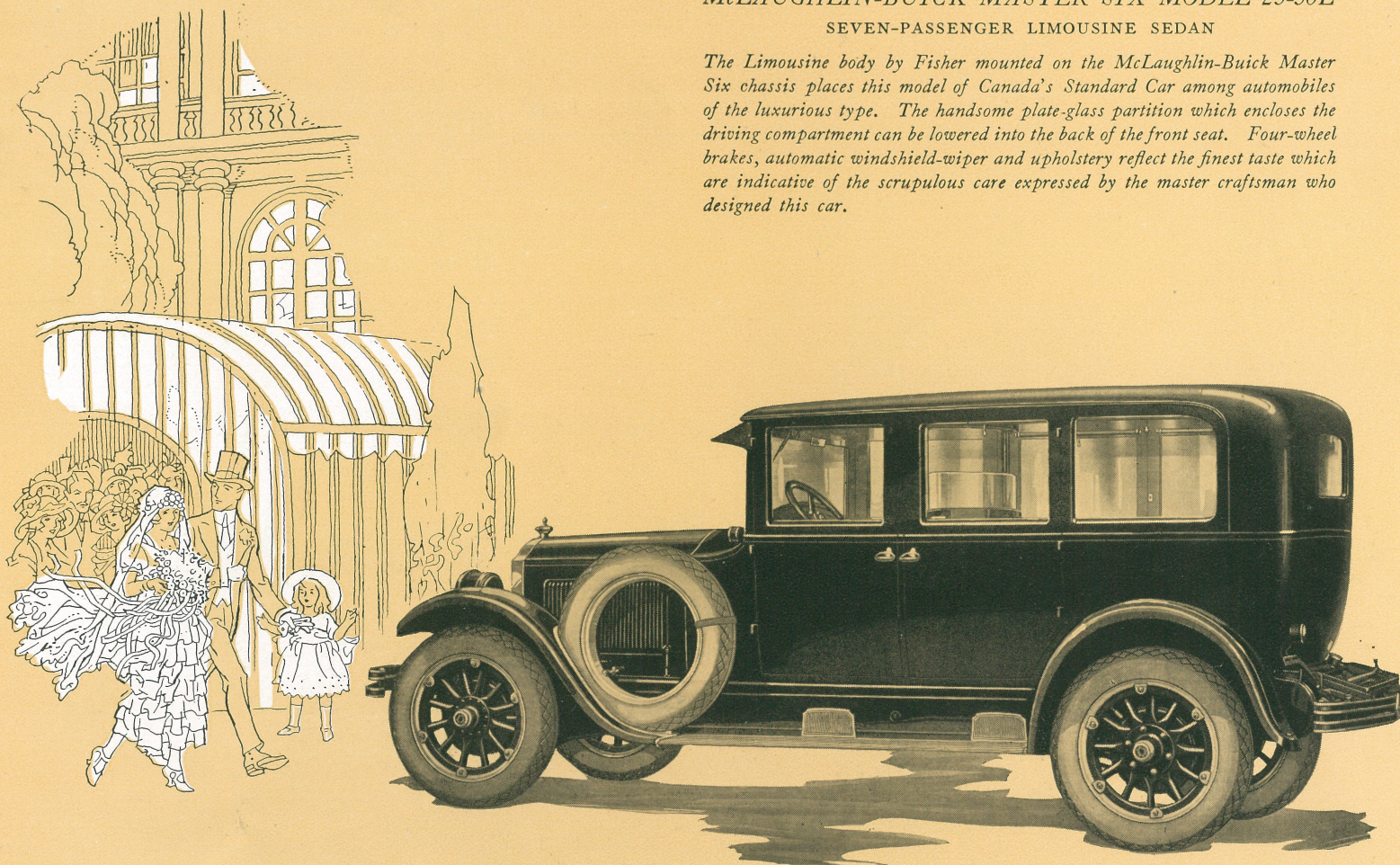




McLAUGHLIN-BUICK MASTER SIX MODEL 25-50L

SEVEN-PASSENGER LIMOUSINE SEDAN

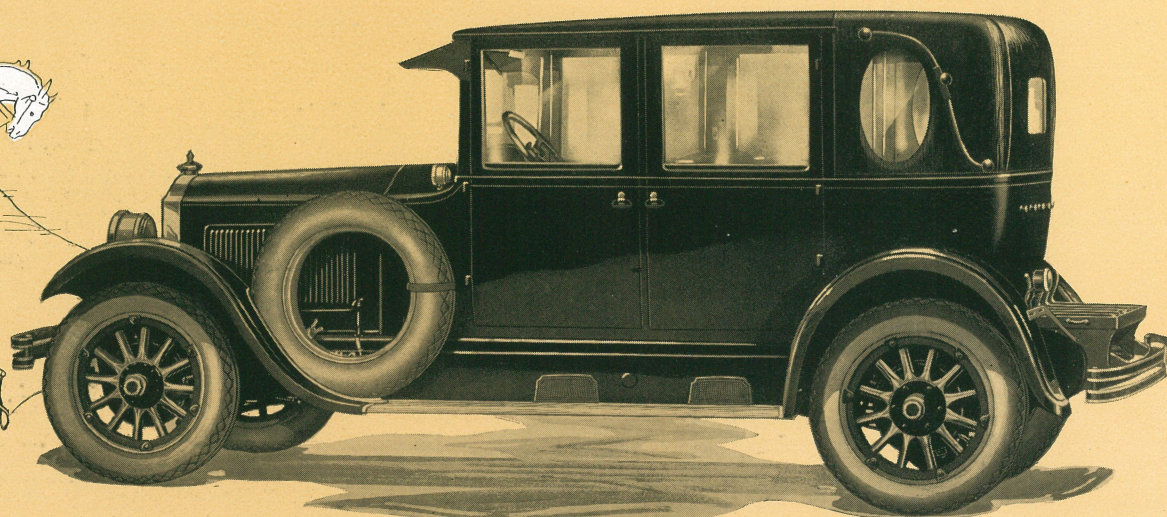
The Limousine body by Fisher mounted on the McLaughlin-Buick Master Six chassis places this model of Canada's Standard Car among automobiles of the luxurious type. The handsome plate-glass partition which encloses the driving compartment can be lowered into the back of the front seat. Four-wheel brakes, automatic windshield-wiper and upholstery reflect the finest taste which are indicative of the scrupulous care expressed by the master craftsman who designed this car.





McLAUGHLIN-BUICK MASTER SIX MODEL 25-51
FIVE-PASSENGER BROUGHAM SEDAN

Every feature that is in vogue for closed cars of quality is embodied in this new Master Six Brougham Sedan. The body is built by Fisher. The interior fittings include such features as silk curtains operating on rollers and soft plush upholstery over deep wide seats.

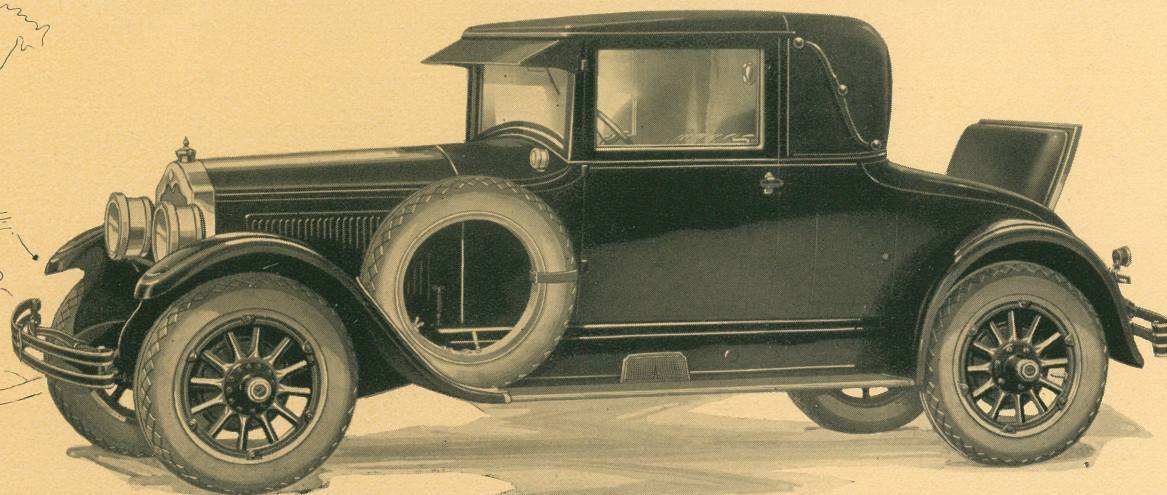




McLAUGHLIN-BUICK MASTER SIX MODEL 25-54C

THREE-PASSENGER COUNTRY CLUB SPECIAL

Personal transportation de luxe is furnished by this handsome model of Canada's Standard Car. Its Brougham type top, pleasing body lines, harmonious colors, sparkling nickel trimmings, give this car an aristocratic air which makes an irresistible appeal.



The New McLaughlin-Buick Special Six in Brief

Bodies—

- 25-21 Five-passenger Double-Service Sedan.
- 25-24 Roadster.
- 25-25 Five-passenger Touring.
- 25-25A Five-passenger enclosed Touring with heater.
- 25-26 Business Coupe.
- 25-27 Five-passenger Sedan.
- 25-28 Four-passenger Coupe.

All closed bodies are built by Fisher.

Upholstering—

Open models, genuine dull finish black leather.
Closed models, beautiful high grade plush material.
Double coil cushion springs, specially designed nested type, covered with a thick pad of curled hair under nicely pleated covering.

Control—Short spark and throttle levers in centre of steering wheel, friction-retained. Button type foot accelerator with rest. Easily operated clutch pedal. Long leverage brake pedal and starter pedal very conveniently located. Gear shift and emergency brake levers convenient to right hand.

Wheelbase—All models, 114 $\frac{3}{4}$ inches.

Engine—Famous McLaughlin-Buick six cylinder, four-cycle Valve-in-Head, automatically lubricated throughout; removable head. Clutch and transmission integral parts of engine. Engine suspended at three points from main frame, 3-inch bore by 4 $\frac{1}{2}$ -inch stroke. Crankshaft drop-forged steel, heat-treated, extra heavy and balanced; four large bearings. Pistons and connecting rods, properly weighted and carefully manufactured; together with cylinder dimensions and balanced flywheel assure smooth operation. Large valves operated by noiseless, adjustable push rods through rocker arms, which are automatically lubricated from engine. Forty-seven to fifty actual brake horse-power.

Cooling—Water circulated by centrifugal pump, operated from camshaft by spiral gears. Harrison cellular radiator. New type automatically lubricated fan driven by belt from camshaft. Adjustable fan bracket.

Lubrication—Pressure feed to crankshaft and connecting rod bearings, also to camshaft and pump shaft front bearings, rocker arm bushings and push rod socket joints, as well as timing gears. Oil pump of gear type, positive drive, located on right side of engine, driven by worm on centre of camshaft. Maximum pressure thirty pounds. Regulated by relief valve. Pump oil screen reinforced to prevent collapsing. Safety tube provides oil should screen become clogged. Pistons, cylinder walls, cams, rollers, and three camshaft bearings lubricated by mist of oil in crankcase. Oil capacity three and three-quarters Imperial quarts. Fan automatically lubricated from reservoir in hub.

Carburetor—Improved automatic float-feed type, supplied by vacuum system from gasoline tank mounted on rear end of frame. Automatic heat control insures proper vaporization at all speeds. Air regulator and choke buttons on instrument board.

Ignition—High tension jump spark system. Current supplied by storage battery and Delco electric generator. Semi-automatic spark advance. Manual control by short lever in centre of steering wheel.

Starter—Complete Delco single-unit system for electric starting, lighting and ignition, built as an integral part of the engine and operating in conjunction with large storage battery. Combination switch with ammeter and automatic circuit breaker on instrument board.

Clutch—Multiple disc, dry plate, requiring but slight pressure to operate. Smooth in engagement and very positive in action. Adjustment very simple and accessible.

Transmission—Selective sliding gear type. Three speeds forward and one reverse. Special heat-treated gears. Positive, interlocking hand control, so easy to operate that gears can be shifted with tips of fingers.

Drive—Through single, large, improved, automatically lubricated universal joint and fully enclosed propeller shaft, through spiral bevel gears in rear axle. Propeller shaft housing connected directly to rear end of transmission by large ball joint enclosing universal. Strut rods from front end of propeller shaft housing to axle housing keep them in perfect alignment. Both torque and drive taken through ball joint.

Rear Axle—Three-quarter floating type, which means that all weight of car is taken on axle tubes and only driving torque is taken by axle shafts. Differential mounted on high duty ball bearings, pinion shaft on extra large ball bearings, rear wheels on Hyatt roller bearings. Spiral bevel type driving gears, fully adjustable.

Brakes—Service brakes, McLaughlin-Buick type, external contracting, operating on drums of unusual size and area on all four wheels. Equalizer insures proper distribution of pressure to front and rear brakes. Easily adjustable for wear with adjustments very accessible. Hand brake of internal expanding type operating on rear wheel brake drums only.

Front Axle—Drop-forged I-beam of carbon steel, reverse Elliott type, double heat-treated steering knuckles and tie rod yokes. Axle specially designed to operate with four-wheel brakes. New Departure ball bearings for front wheels.

Wheels—Artillery type, with large hub flanges, twelve spokes and twelve hub bolts. Brake drums 12 $\frac{3}{8}$ inches, firmly bolted to front and rear wheels. Demountable rims.

Tires—31 by 4.95 inch, low pressure, on all models.

Steering Gear—Improved, semi-irreversible split bronze nut and worm with large, adjustable ball thrust bearing to take up wear. Steering wheel has walnut rim with polished aluminum spider, 17 inches in diameter. Short spark and throttle levers in centre of steering wheel. Horn button on top of steering post, brass nickel plated steering column bracket.

Frame—Reinforced pressed steel channel section, exceptionally stiff and deep side members. Four heavy cross members. Integral gasoline tank support and spare tire carrier.

Springs—Front, semi-elliptic type. Rear, cantilever type, exceptionally long, specially heat-treated, and adapted for each body type.

Tops—Open models: special design, heavy black waterproof double texture automobile fabric with grey whipcord lining, special design curtains, large side curtain and back curtain lights. Closed models: stationary type tops with windows adjustable.

Heaters—Models 21, 25A, 26, 27 and 28 are equipped with heaters which afford comfort in cold weather driving.

Windshields—Models 24, 25 and 25A: two-piece ventilating type with inside operating, adjustable friction stops to hold glass in position, nickel plated windshield side arms. These models are equipped with cowl ventilators and windshield wipers. All closed models equipped with sunshade, automatic windshield wiper, new style one-piece windshield easily raised or lowered for ventilation by handle in similar manner to windows.

Standard Equipment—Combination dim and full head lights with anti-glare reflectors. Parking lights on cowl, instrument board lamp, combination stop and tail lamp. Motor-driven horn, 75 mile speedometer, gasoline gauge, engine primer, double bar bumper, folding robe rail on touring model, aluminum bead on cowl. Heavy moulded rubber mat in front compartment on open models. Tire carrier with extra demountable rim. Jack, pump, tire repair kit, new type high pressure grease gun, kit of tools, transmission lock, cowl or windshield type ventilator, rear vision mirror, running board scuff plates and windshield wiper. New design sunshade and dome light and automatic windshield wiper on all closed models.

Insurance Rating—All models have been equipped with drip pan for carburetor, and completely insulated wiring, which, together with attention to other details approved by the Insurance Underwriters' Laboratories, entitle the McLaughlin-Buick owner to Class A (or the lowest) rating for fire and theft insurance.

Note—Spare tire not part of standard equipment. Orders for standard jobs only accepted and no allowance will be made for any part of standard equipment omitted by customer's order. Equipment or prices subject to change without notice.

The New McLaughlin-Buick Master Six in Brief

Bodies—

- 25-44 Roadster.
- 25-45 Five-passenger Touring.
- 25-47 Five-passenger Sedan.
- 25-48 Four-passenger Coupe.
- 25-49 Seven-passenger Touring.
- 25-49A Seven-passenger enclosed Touring with heater.
- 25-50 Seven-passenger Sedan.
- 25-50L Seven-passenger Limousine Sedan.
- 25-51 Five-passenger Brougham Sedan.
- 25-54C Three-passenger Country Club Special with dickey seat.

All closed bodies are built by Fisher.

Upholstery—Models 44, 45, 49, 49A, black leather, deep-pleated cushions, luxuriously padded, over specially constructed cushion springs. All closed models upholstered in best grade plush velour, in harmony with the exterior finish.

Control—Short spark and throttle levers in centre of steering wheel, friction-retained. Button type foot accelerator with rest. Easily operated clutch pedal. Long leverage brake pedal and starter pedal very conveniently located. Gear shift and emergency brake levers convenient to right hand.

Wheelbase—Models 44, 45, 47: 120 inches. Models 48, 49, 49A, 50, 50L, 51, 54C: 128 inches.

Engine—Famous McLaughlin-Buick six-cylinder, four-cycle Valve-in-Head, automatically lubricated throughout; removable head. Clutch and transmission integral parts of engine. Engine suspended at three points from main frame; 3 $\frac{3}{8}$ -inch bore by 4 $\frac{3}{4}$ -inch stroke. Crankshaft drop-forged steel, heat-treated, extra heavy and balanced; four large bearings. Pistons and connecting rods, properly weighted and carefully manufactured, together with cylinder dimensions and balanced flywheel, assure smooth operation. Large valves operated by noiseless, adjustable push rods through rocker arms, which are automatically lubricated from engine. Seventy actual brake horsepower.

Cooling—Water circulated by centrifugal pump operated from camshaft by spiral gears. Harrison cellular radiator. New type automatically lubricated fan driven by belt from camshaft. Adjustable fan bracket.

Lubrication—Pressure feed to crankshaft and connecting rod bearings, also to camshaft and pump shaft front bearings, rocker arm bushings and push rod socket joints, as well as timing gears. Oil pump of gear type, positive drive, located on right side of engine, driven by worm on center of camshaft. Maximum pressure thirty pounds. Regulated by relief valve. Pump oil screen reinforced to prevent collapsing. Safety tube provides oil should screen become clogged. Pistons, cylinder walls, cams, rollers, and three camshaft bearings lubricated by mist of oil in crankcase. Oil capacity four and three-quarters Imperial quarts. Fan automatically lubricated from oil reservoir in hub.

Carburetor—Improved automatic float-feed type, supplied by vacuum system from gasoline tank mounted on rear end of frame. Automatic heat control insures proper vaporization at all speeds. Air regulator and choke buttons on instrument board.

Ignition—High tension jump spark system. Current supplied by storage battery and Delco electric generator. Automatic spark advance. Manual control by short lever in center of steering wheel.

Starter—Complete Delco single-unit system for electric starting, lighting and ignition, built as an integral part of the engine and operating in conjunction with large storage battery. Combination switch with ammeter and automatic circuit breaker on instrument board.

Clutch—Multiple disc, dry plate, requiring but slight pressure to operate. Smooth in engagement and very positive in action. Adjustment very simple and accessible.

Transmission—Selective sliding gear type. Three speeds forward and one reverse. Special heat-treated gears. Positive, interlocking hand control, so easy to operate that gears can be shifted with tips of fingers.

Drive—Through single, large, improved, automatically lubricated universal joint and fully enclosed propeller shaft, through spiral bevel gears in rear axle. Propeller shaft housing connected directly to rear end of transmission by large ball joint enclosing universal. Strut rods from front end of propeller shaft housing to axle housing keep them in perfect alignment. Both torque and drive taken through ball joint.

Rear Axle—Full floating type, which means that all weight of car is taken on axle tubes and only driving torque is taken by axle shafts. Differential mounted on high duty ball bearings, pinion shaft on extra large ball bearings, rear wheels on double row ball bearings. Spiral bevel type driving gears, fully adjustable.

Brakes—Service brakes, McLaughlin-Buick type, external contracting, operating on drums of unusual size and area on all four wheels. Equalizer insures proper distribution of pressure to front and rear brakes. Easily adjustable for wear with adjustments very accessible. Hand brake of internal expanding type operating on rear wheel brake drums only.

Front Axle—Drop-forged I-beam of carbon steel, reverse Elliott type, double heat-treated steering knuckles and tie rod yokes. Axle specially designed to operate with four-wheel brakes. New Departure ball bearings for front wheels.

Wheels—Artillery type with large hub flanges, twelve spokes and twelve hub bolts. Brake drums 14 inches, firmly bolted to front and rear wheels. Demountable rims.

Tires—32 by 5.77 inch, low pressure, on all models.

Steering Gear—Improved, semi-irreversible split bronze nut and worm with large, adjustable ball thrust bearing to take up wear. Steering wheel 18 inches in diameter. Short spark and throttle levers in center of steering wheel. Horn button on top of steering post.

Frame—Reinforced pressed steel channel section, exceptionally stiff and deep side members. Four heavy cross members and two strong bars, front and rear.

Springs—Front, semi-elliptic type. Rear, cantilever type, exceptionally long, specially heat-treated, and adapted for each body type.

Tops—Models 44, 45, 49: regulation open model tops with new design quarter curtains, made of special black waterproof fabric. Natural wood bows and nickel-plated slat irons. Inside operating side curtains open with doors. Model 49A equipped with permanent top, sides enclosed by glass windows, adjustable for ventilation. Models 47, 48, 50, 50L, 51, 54C: Fisher-built closed bodies with adjustable windows.

Windshields—Models 44, 45, 49, 49A: two-piece ventilating type with conveniently operating, adjustable friction stops to hold glass in position. These models are equipped with cowl ventilators and windshield wipers. In addition to the above, all closed models equipped with new style sunshade, automatic windshield wiper, new style one-piece windshield easily raised or lowered for ventilation by handle in similar manner to windows.

Insurance Rating—All models have been equipped with drip pan for carburetor, and completely insulated wiring, which, together with attention to other details approved by the Insurance Underwriters' Laboratories, entitle the McLaughlin-Buick owner to Class A (or the lowest) rating for fire and theft insurance.

Standard Equipment—On all closed models: automatic windshield wiper with control on instrument board. Models 47, 48, 50, 50L have smoking sets in handsome inlaid walnut cases. Models 47, 50, 50L have vanity cases to match smoking sets. All closed models have silk curtains operating on rollers, on back and side windows. Models 50, 50L, 51, silk curtains on doors. All closed models, rear corner lights. On all models, combination dim and full headlights with Brown anti-glare reflectors. Parking lights on cowl, tail lamp and instrument board lamp. Motor-driven horn. Speedometer. Gasoline gauge. Engine primer. Radimeter. Tire carrier with extra demountable rim. Jack, new type high pressure grease gun, full kit of tools, pump, tire repair kit; transmission lock; cowl or windshield type ventilator; rear vision mirror. Running board scuff plates. Heaters in all closed models and 49A.

Spare tire not part of standard equipment. Orders for special jobs not accepted and no allowance will be made for any part of standard equipment omitted by customer's order. Equipment or prices subject to change without notice.

STANDARD WARRANTY

The passenger and commercial automobiles and chasses furnished by the McLaughlin Motor Car Co., Limited, are warranted to be free from defects in material and workmanship under normal use and service, our obligation under this warranty being limited to making good at our factory any part or parts thereof, which shall within ninety days after delivery to the original purchaser, be returned to us with transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective; this warranty expressly excludes and is in lieu of all other warranties or conditions, express or implied, and of all other obligations or liabilities on the part of the McLaughlin Motor Car Co., Limited, and we neither assume nor authorize any person to assume for us any other liability in connection with the sale of McLaughlin-Buick passenger or commercial automobiles and chasses.

This warranty shall not apply to any McLaughlin-Buick passenger and commercial automobiles and chasses which shall have been repaired or altered outside of our factory in any way, so as in our judgment, to affect their stability or reliability, nor which have been subject to misuse, negligence or accident.

The McLaughlin Motor Car Co., Limited, makes no warranty whatever in respect to tires, rims, ignition apparatus, horns or other signalling devices, starting devices, batteries, speedometers or other trade accessories, inasmuch as they are usually guaranteed separately by their respective manufacturers.

The McLaughlin Motor Car Co., Limited, reserves the right to make changes in design or add any improvements on McLaughlin-Buick passenger and commercial automobiles and chasses at any time without incurring any obligation to install same on passenger and commercial automobiles and chasses previously purchased.

McLAUGHLIN MOTOR CAR CO., Limited
Oshawa, Ontario

McLAUGHLIN BRANCHES

Besides the hundreds of McLaughlin dealers in all parts of the country, there are twelve direct factory branches located at strategical points for the distribution of McLaughlin-Buick cars and parts.

When touring in the United States McLaughlin-Buick owners are assured of efficient service at the hands of Buick dealers.

McLaughlin Branches under whom local dealers operate are as follows :

| | | | | | |
|------------------------|-------|---------------------------------|------------------|-----|------------------------------|
| St. John, N.B., Branch | - - | 140-144 Union St. | Winnipeg Branch | - - | 204-212 Princess St. |
| Montreal Branch | - | Crescent and St. Catherine Sts. | Regina Branch | - - | Cor. 14th Ave. and Broad St. |
| Belleville Branch | - - - | 2 Bridge Street | Saskatoon Branch | - - | First Avenue |
| Toronto Branch | - | Cor. Church and Richmond Sts. | Calgary Branch | - - | 331-341 7th Avenue W. |
| Hamilton Branch | - - | 36-40 Bay Street S. | Edmonton Branch | - - | 10048 104th Street |
| London Branch | - - | Bathurst and Richmond Sts. | Vancouver Branch | - - | 1219 Georgia Street |

